

CONSUMER ELECTRONIC TECHNOLOGY GUIDE

2021 Summer Edition





AUDIO



**CONNECTIVITY
& ACCESSORIES**



**DEVICE
& GAMING**

Who is it for?

- » Minimalists
- » Ethical shoppers
- » Fashionistas

Why it fits

- » Simple merchandising opportunities
- » Target demographic is 18-24t

Why it's great

- » Combines style and function
- » First ever CE brand to be nominated in Sweden's biggest fashion award
- » Over 1 million followers on social media
- » Features charity line

How it compares

- » Featured in StyleWatch, Women's Health, Cosmopolitan
- » Gift Guide, Ok! Magazine, InStyle, & more!
- » The Happy Plugs owner is owner of the Yevo brand
- » One-year warranty on products

HAPPY PLUGS
STOCKHOLM

Let Music Be Their Medicine

Happy Plugs Air 1 Zen



Students can escape into their music with the Happy Plugs Air 1 Zen.

With passive noise cancellation, full media controls, 30 hours battery life and a stylish design; the Air 1 Zen delivers all-day comfort with an ideal no-compromise choice for users.



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POPSOCKETS

Simply Life with new Products from PopSockets

Introducing the PopWallet+



This PopWallet+ has a swappable top — just close the grip flat, press down, and twist 90 degrees to swap out the top. Then, users can swap in a new PopTop or do a little wireless charging with the removal of the wallet.

Need reasons for students to love the PopWallet+?

1. Offers a sleek and secure way to carry their cards on their phone
2. The PopWallet and PopGrip are now integrated! Swappable design lets you change your style through quick removal of the PopTop
3. Integrated PopGrip offers secure handle so you can text with one hand, snap better photos, and watch dog videos hands-free
4. Can hold up to 3 credit cards or 6 business cards, depending on the card thickness. Works best with rounded corner business cards
5. Repositionable and sticks to most devices and cases



INTELLI

Premium Work From Home Solutions, Audio Cases, and Power Solutions

Who is it for?

- » Students
- » Professors

Why it fits

- » Products support on-the-go lifestyle
- » Low price point
- » Wide range of products available

Why it's great

- » Sleek, modern style

How it compares

- » Quality products



Scout All-in-One Portable Wireless Charger

Scout is the World's Most Versatile Charger. Fully loaded with a built-in wall charger, built-in cables, quick-charging USB Port, and proprietary intelligent charging technology. Incredibly slim design weighs in at 9 ounces. Compatible with iPhones and Androids.



LynkCable USB-A to USB-C Cable

Thin aluminum coils reinforce the sturdiest charging experience within this LynkCable range. Specifically designed cable tips that allow for the easiest plug-and-play experience, and an industry top selling 5-ft. cable length—the LynkCable is the ultimate in charging.



Synch Tech Organizer Bag

Students can fit all their essentials in one convenient storage tote—safely and securely

Introduce Your Students to a World of Creativity



Who is it for?

- » Design, animation, illustration, game development, architecture, engineering students, and faculty
- » Students looking to become professionals in their field
- » Students who are hobbyist artists
- » Students who want to collaborate, brainstorm, and share ideas

\$ Why it fits

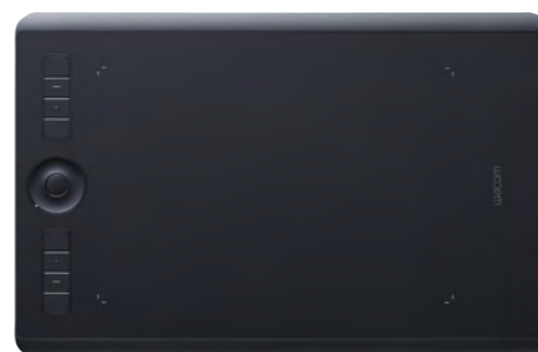
- » Wacom technology is used by professionals to create movies, video games, edit photos, create art, and design everything from shoes to cars
- » Built for creatives and their digital workflow
- » Many classes require students to have a Wacom tablet

👍 Why it's great

- » It teaches students to use the products they will use in their professional career
- » Easy to set up and access training videos
- » Free US-based support

⚖️ How it compares

- » Many industries use Wacom tablets; offering them in the campus store will help students become familiar with the products they will be using in the future
- » Mac and Windows compatible
- » Works with industry-standard creative software
- » Natural pen performance
- » Perfectly runs Windows 10
- » Use in either tablet or laptop mode for ultimate functionality



Wacom One

Whether students are just starting in digital creation, want to add a twist to their visual thinking or looking to improve your digital expression, Wacom One delivers a great experience. It comes with all the essentials to spice up their digital life. There's the natural pen feel on the 13.3" screen, the included creative software – even the ability to connect to certain Android devices. And it's compatible with leading pen brands too. Open up new possibilities with Wacom One.

Intuos

With a light, super-accurate pen and free downloadable software to suit your students' style, Wacom Intuos is built to bring their wildest ideas to life.

Intuos Pro

Redefine the professional standard with Intuos Pro. Wacom Intuos Pro offers students more natural creative control than ever before. Combined with the super-sensitive Wacom Pro Pen 2, this sleek new tablet looks and feels amazing.

Who is it for?

- » All students
- » Professors
- » Institutions
- » Users that want versatility in their device

Why it fits

- » Student and faculty discounts are available
- » Long battery life
- » Runs commonly used software in the education channel
- » Ultra-thin and lightweight

Why it's great

- » Ultimate versatility
- » Best-in-class digital inking capabilities
- » High-quality screen and cameras
- » Supports users anywhere, anytime

How it compares

- » Premium piece with the state-of-the-art craftsmanship, innovation, and connectivity
- » Household name
- » Perfectly runs Windows 10



 Microsoft Surface

Introducing the Surface Laptop Go



Surface Laptop Go

Students will make the most of every day with the sleek style, performance, and all-day battery life they need in the lightest Surface Laptop, all at an exceptional value.

- » Power through the day of work, shopping or streaming with long battery life and 10th Gen Intel® Core™ processor.
- » Built-in 720p HD camera.
- » Convenient security with Windows Hello sign-in, plus Fingerprint Power Button with Windows Hello and One Touch sign-in on select models.
- » The lightest Surface laptop, starting at 2.45 lbs.